THE LASER Beautique®

MODULE 1

Welcome to The Tribe

THE LASER Beautique®

WELCOME TO TLB
Induction Manual

1.1 WELCOME TO THE TRIBE

We're so excited to have you join The Laser Beautique Tribe. We look forward to celebrating many shared successes as you grow—financially, personally, and professionally. But we can't do it alone. Having a Beau-gician, Leader, or Franchisee like you on our team means we'll rise from strength to strength. Together.

What started as a small idea has grown into a national brand. Today, The Laser Beautique proudly operates multiple branches across the country, a fast-growing Beautique Academy, and a curated line of bespoke skincare ranges and advanced beauty devices. The best part? We're just getting started.

Our mission is simple: to deliver results-driven treatments that change lives for our Beauts, Beauties, Beau-teens, and our Tribe of Beau-gicians, Leaders, and Franchisees. Your success is a direct reflection of the results we help our clients achieve. That's why inspiring self-confidence is at the heart of everything we do. With so much competition in the industry, first impressions are everything. We only get one shot, and we're here to make it count.

At The Laser Beautique Group, our culture is powered by BS—but not what you think. "BS" stands for "Beautique Spirit". It's our heartbeat, and it's essential that every Beau-gican is aligned with our training, values, and bold vision for the future.

Lets make magic together.

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1.2 OUR TLB STORY

Tzvia Hermann founded The Laser Beautique after years of personal frustration with unwanted hair and ineffective or painful treatments. Inspired by her mother's beauty business and driven by an entrepreneurial spirit, Tzvia searched globally for a new solution that was truly safe, effective, and long-lasting. While researching new technology, she discovered a breakthrough pain-free laser from Alma Lasers Ltd. After training abroad and testing the device herself, she brought the first system of it's kind to South Africa. What began as a small operation in a spare bedroom quickly grew into the first clinic in 2009, built on the belief that confidence starts with results you can trust.

As the business expanded, Tzvia and Neil focused on innovation, accessibility, and world-class training. They introduced advanced laser hair removal solutions like Apilus Electrolysis for all hair types, developed their own laser technology to improve results and affordability, and built a strong education and distribution ecosystem through Beautique Academy and Beautique Brands.

Today, The Laser Beautique stands as a leading non-invasive aesthetic brand, known for research-backed treatments, rigorous training standards, and a client-obsessed approach that empowers people to feel confident in their own skin. Our significance lies not just in our growth, but in transforming a personal challenge into a results-driven solution that made advanced hair removal safer, more inclusive, and accessible.

1.3 OUR REASON FOR BEING:

Inspiring Self-confidence

Mission Statement:

As results driven hair removal and skincare specialist, our aim is to inspire self-confidence and empower our clients. We do this by providing obsessive customer service, state-of-the-art technology, innovative products, and advanced education.

1.4 CULTURENEERING

At The Laser Beautique, we follow Ian Fuhr's business model of *Culturneering*. This structure relies on the foundation of building a strong business culture in a diverse workforce—that delivers obsessive customer service.

We are "client-facing", meaning we all serve the person that serves the client. This allows the focus to always be on client happiness and experience. The purpose of work is to serve the needs and wants of our clients.

Cultureneering is dependent on the *Culturevator* as a leader. The culturevator lives the purpose and values of the company, spreading the belief that service always comes before rewards, they self-motivate and inspire motivation within others through encouragement and affirmation. They unconsciously inspire others through their own work ethic and commitment to service.

Therapists can be culturevators too, but they *must* be *contributors* & not *I-specialists*. A contributor puts service before self-interest, happy to share knowledge and help others. They believe the purpose of work is to serve others and give more than they take, while welcoming training and development, and being open to change.

On the other end, an I-specialist is self-serving, averse to change, unwilling to help others or share knowledge. They come to work to make money & only care about their own success, not the success of the tribe at large.

1.5 CORE VALUES

The Laser Beautique runs of 5 Core Values:

UNWAVERING INTEGRITY: Upholding honesty and integrity at all times. It's doing the right thing even when no one is watching

ACCOUNTABILITY: Taking ownership of your responsibility

RESPECT & TRUST: Showing and earning trust throughout the community.

LOYALTY: Building long-term devotion of clients and staff

TRAINING & DEVELOPMENT: Develop personally and professionally.

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1.6 CODE OF HONOUR

1. To be on time, be early
2. To respect Tribal property
3. To never lie, cheat or steal
4. To never abandon your position
5. To be clear in all communications
6. Total dedication to our Tribe core values
7. To never abandon a Tribe member in need.
8. To deal direct, be willing to call it & be called
9. To display zero tolerance for discrimination of any kind
10. To always be positive about the tribe & show pride in TLB
11. To serve & improve the lives of Beauts, Beauties, & Beau-gicians
12. To never manipulate the scheduler or abuse the shift system
13. To speak English amongst each other in the store at all times
14. To inspire self-confidence. Inspire yourself, the Tribe and Beauts
15. To respond to all requests & get back to anyone within 24 hours
16. To never do anything that will undermine anyone or the Tribe at large
17. To never complain about work, the Tribe or the leadership. Go direct!
18. To honour all agreements, clear broken agreements at first oppotunity
19. To take ownership & responsibility. No excuses, blame, justify or deny
20. To do whatever it takes legally, ethically & morally to win & celebrate wins
21. To have ethic of a contributor and not of an I-specialist. Know the difference
22. To have a growth mindset and be willing to learn; personally & professionally
23. To understand that Beau-gicians don't "own" Beauts. Beauts are honoured and treated as royalty by the entire Tribe

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1.7 DICTIONARY

TLB – The Laser Beautique

TLB Tribe – The TLB Community

Beau-gician – TLB Therapist

Beauty – Our lady clients

Beaut – Our gentlemen clients

Beauteen – Our teenage clients

Day Package – Multiple areas treated in one day/session

Course – Investing in multiple treatments. Paid upfront and redeemed as needed

Support Office – Head office. Here to support you

The Smooth Society - The TLB loyalty programme

Leadership – Management & Heads of Department

Core Values – Reason for Being, Mission, & Higher Purpose

BS – The Beautique Spirit

1.8 QUIZ

1. What inspired Tzvia to start The Laser Beautique?
2. What are the core values at The Laser Beautique?
3. Should Leaders be Culturevators or Contributors?
4. What is our reason for being?
5. What does “Unwavering Integrity” mean?
6. What was The Laser Beautique the first at in South Africa
7. What does it mean to be “client-facing”?
8. What is the name of TLB’s Loyalty Programme?
9. Name one trait of a contributor
10. Write a short paragraph on how an I-specialist could be detrimental to company culture within the work environment.